

Expanded Profile

2010-2020 Census, 2021 Estimates with 2026 Projections
 Calculated using Weighted Block Centroid from Block Groups

Lat/Lon: 30.4834/-97.6799

La Frontera Village Round Rock, TX 78681	3 mi radius		5 mi radius		10 mi radius	
Population						
Estimated Population (2021)	91,204		266,703		796,525	
Projected Population (2026)	108,202		314,569		929,662	
Census Population (2020)	89,576		259,030		772,045	
Census Population (2010)	74,467		209,974		584,924	
Projected Annual Growth (2021 to 2026)	16,998	3.7%	47,866	3.6%	133,137	3.3%
Historical Annual Growth (2020 to 2021)	1,628	1.8%	7,673	3.0%	24,480	3.2%
Historical Annual Growth (2010 to 2020)	15,109	20.3%	49,056	23.4%	187,121	32.0%
Estimated Population Density (2021)	3,227 psm		3,397 psm		2,536 psm	
Trade Area Size	28.3 sq mi		78.5 sq mi		314.0 sq mi	
Households						
Estimated Households (2021)	36,080		99,771		310,703	
Projected Households (2026)	37,525		105,298		327,452	
Census Households (2020)	35,374		97,231		301,141	
Census Households (2010)	28,597		77,289		225,398	
Estimated Households with Children (2021)	12,984	36.0%	39,142	39.2%	111,555	35.9%
Estimated Average Household Size (2021)	2.51		2.66		2.55	
Average Household Income						
Estimated Average Household Income (2021)	\$81,697		\$94,368		\$98,079	
Projected Average Household Income (2026)	\$96,165		\$105,203		\$110,001	
Estimated Average Family Income (2021)	\$95,525		\$108,995		\$115,157	
Median Household Income						
Estimated Median Household Income (2021)	\$79,672		\$90,558		\$91,865	
Projected Median Household Income (2026)	\$91,619		\$103,745		\$105,700	
Estimated Median Family Income (2021)	\$94,158		\$105,674		\$111,838	
Per Capita Income						
Estimated Per Capita Income (2021)	\$32,377		\$35,338		\$38,312	
Projected Per Capita Income (2026)	\$33,399		\$35,246		\$38,792	
Estimated Per Capita Income 5 Year Growth	\$1,022	3.2%	-\$92	-0.3%	\$480	1.3%
Estimated Average Household Net Worth (2021)	\$511,341		\$677,846		\$729,624	
Daytime Demos (2021)						
Total Businesses	3,949		9,327		32,087	
Total Employees	45,661		91,818		305,949	
Company Headquarter Businesses	171	4.3%	345	3.7%	1,356	4.2%
Company Headquarter Employees	6,871	15.0%	12,041	13.1%	44,158	14.4%
Employee Population per Business	11.6		9.8		9.5	
Residential Population per Business	23.1		28.6		24.8	

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La Frontera Village	3 mi radius		5 mi radius		10 mi radius	
Round Rock, TX 78681						
Race & Ethnicity						
White (2021)	44,856	49.2%	132,951	49.8%	426,582	53.6%
Black or African American (2021)	11,003	12.1%	29,687	11.1%	70,526	8.9%
American Indian or Alaska Native (2021)	832	0.9%	2,062	0.8%	6,489	0.8%
Asian (2021)	8,715	9.6%	36,238	13.6%	96,315	12.1%
Hawaiian or Pacific Islander (2021)	131	0.1%	329	0.1%	834	0.1%
Other Race (2021)	9,886	10.8%	24,199	9.1%	74,441	9.3%
Two or More Races (2021)	15,781	17.3%	41,236	15.5%	121,340	15.2%
Not Hispanic or Latino Population (2021)	61,714	67.7%	194,508	72.9%	578,236	72.6%
Hispanic or Latino Population (2021)	29,490	32.3%	72,195	27.1%	218,290	27.4%
Not Hispanic or Latino Population (2026)	72,809	67.3%	228,911	72.8%	676,543	72.8%
Hispanic or Latino Population (2026)	35,392	32.7%	85,658	27.2%	253,119	27.2%
Not Hispanic or Latino Population (2020)	59,783	66.7%	182,829	70.6%	548,743	71.1%
Hispanic or Latino Population (2020)	29,793	33.3%	76,201	29.4%	223,302	28.9%
Not Hispanic or Latino Population (2010)	50,099	67.3%	153,286	73.0%	421,549	72.1%
Hispanic or Latino Population (2010)	24,368	32.7%	56,687	27.0%	163,375	27.9%
Projected Hispanic Annual Growth (2021 to 2026)	5,902	4.0%	13,463	3.7%	34,829	3.2%
Historic Hispanic Annual Growth (2010 to 2021)	5,121	1.9%	15,508	2.5%	54,915	3.1%
Age Distribution (2021)						
Age Under 5	6,029	6.6%	17,633	6.6%	52,897	6.6%
Age 5 to 9 Years	6,208	6.8%	19,312	7.2%	55,073	6.9%
Age 10 to 14 Years	6,347	7.0%	19,762	7.4%	55,134	6.9%
Age 15 to 19 Years	6,002	6.6%	17,533	6.6%	48,669	6.1%
Age 20 to 24 Years	5,910	6.5%	14,569	5.5%	44,859	5.6%
Age 25 to 29 Years	7,737	8.5%	20,553	7.7%	64,682	8.1%
Age 30 to 34 Years	8,241	9.0%	24,040	9.0%	73,685	9.3%
Age 35 to 39 Years	7,733	8.5%	24,109	9.0%	71,328	9.0%
Age 40 to 44 Years	7,244	7.9%	22,508	8.4%	65,077	8.2%
Age 45 to 49 Years	6,360	7.0%	19,860	7.4%	56,723	7.1%
Age 50 to 54 Years	5,651	6.2%	16,854	6.3%	49,277	6.2%
Age 55 to 59 Years	4,787	5.2%	13,987	5.2%	41,932	5.3%
Age 60 to 64 Years	4,046	4.4%	11,676	4.4%	35,884	4.5%
Age 65 to 74 Years	5,393	5.9%	15,323	5.7%	50,132	6.3%
Age 75 to 84 Years	2,482	2.7%	6,421	2.4%	22,151	2.8%
Age 85 Years or Over	1,036	1.1%	2,562	1.0%	9,021	1.1%
Median Age	33.7		34.3		34.7	
Gender Age Distribution (2021)						
Female Population	46,297	50.8%	134,756	50.5%	400,350	50.3%
Age 0 to 19 Years	11,858	25.6%	36,072	26.8%	103,419	25.8%
Age 20 to 64 Years	29,259	63.2%	85,083	63.1%	251,981	62.9%
Age 65 Years or Over	5,180	11.2%	13,601	10.1%	44,951	11.2%
Female Median Age	34.8		34.8		35.3	
Male Population	44,907	49.2%	131,947	49.5%	396,175	49.7%
Age 0 to 19 Years	12,727	28.3%	38,169	28.9%	108,355	27.4%
Age 20 to 64 Years	28,450	63.4%	83,072	63.0%	251,467	63.5%
Age 65 Years or Over	3,730	8.3%	10,706	8.1%	36,354	9.2%
Male Median Age	32.7		33.7		34.2	

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Household Income Distribution (2021)						
HH Income \$200,000 or More	2,099	5.8%	9,586	9.6%	33,998	10.9%
HH Income \$150,000 to \$199,999	2,853	7.9%	9,936	10.0%	32,444	10.4%
HH Income \$100,000 to \$149,999	7,273	20.2%	20,602	20.6%	63,498	20.4%
HH Income \$75,000 to \$99,999	6,482	18.0%	17,023	17.1%	46,903	15.1%
HH Income \$50,000 to \$74,999	7,474	20.7%	18,969	19.0%	57,399	18.5%
HH Income \$35,000 to \$49,999	3,911	10.8%	10,054	10.1%	31,068	10.0%
HH Income \$25,000 to \$34,999	2,352	6.5%	5,453	5.5%	16,796	5.4%
HH Income \$15,000 to \$24,999	2,016	5.6%	3,984	4.0%	12,707	4.1%
HH Income Under \$15,000	1,621	4.5%	4,163	4.2%	15,889	5.1%
HH Income \$35,000 or More	30,092	83.4%	86,170	86.4%	265,311	85.4%
HH Income \$75,000 or More	18,707	51.8%	57,146	57.3%	176,843	56.9%
Housing (2021)						
Total Housing Units	38,017		104,379		329,826	
Housing Units Occupied	36,080	94.9%	99,771	95.6%	310,703	94.2%
Housing Units Owner-Occupied	17,737	49.2%	55,969	56.1%	168,578	54.3%
Housing Units, Renter-Occupied	18,343	50.8%	43,802	43.9%	142,124	45.7%
Housing Units, Vacant	1,936	5.4%	4,609	4.6%	19,123	6.2%
Marital Status (2021)						
Never Married	25,477	35.1%	71,780	34.2%	216,516	34.2%
Currently Married	31,426	43.3%	99,097	47.2%	298,536	47.1%
Separated	3,020	4.2%	8,358	4.0%	26,741	4.2%
Widowed	2,585	3.6%	7,243	3.4%	22,160	3.5%
Divorced	10,112	13.9%	23,517	11.2%	69,468	11.0%
Household Type (2021)						
Population Family	73,640	80.7%	224,165	84.1%	649,591	81.6%
Population Non-Family	17,022	18.7%	41,413	15.5%	141,896	17.8%
Population Group Quarters	542	0.6%	1,125	0.4%	5,038	0.6%
Family Households	22,454	62.2%	67,097	67.3%	198,366	63.8%
Non-Family Households	13,626	37.8%	32,673	32.7%	112,336	36.2%
Married Couple with Children	8,222	26.2%	26,734	27.0%	77,621	26.0%
Average Family Household Size	3.3		3.3		3.3	
Household Size (2021)						
1 Person Households	10,931	30.3%	25,723	25.8%	88,836	28.6%
2 Person Households	10,577	29.3%	28,895	29.0%	93,529	30.1%
3 Person Households	5,957	16.5%	17,562	17.6%	50,853	16.4%
4 Person Households	4,896	13.6%	15,846	15.9%	44,375	14.3%
5 Person Households	2,199	6.1%	7,073	7.1%	20,248	6.5%
6 or More Person Households	1,521	4.2%	4,671	4.7%	12,861	4.1%
Household Vehicles (2021)						
Households with 0 Vehicles Available	1,719	4.8%	3,580	3.6%	11,224	3.6%
Households with 1 Vehicles Available	13,037	36.1%	32,413	32.5%	108,216	34.8%
Households with 2 or More Vehicles Available	21,324	59.1%	63,777	63.9%	191,262	61.6%
Total Vehicles Available	63,818		186,864		566,590	
Average Vehicles Per Household	1.8		1.9		1.8	

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Labor Force (2021)						
Estimated Labor Population Age 16 Years or Over	71,446		206,346		623,469	
Estimated Civilian Employed	50,949	71.3%	144,574	70.1%	438,143	70.3%
Estimated Civilian Unemployed	2,929	4.1%	8,095	3.9%	24,165	3.9%
Estimated in Armed Forces	167	0.2%	325	0.2%	621	-
Estimated Not in Labor Force	17,401	24.4%	53,351	25.9%	160,540	25.7%
Unemployment Rate	4.1%		3.9%		3.9%	
Occupation (2021)						
Occupation: Population Age 16 Years or Over	50,949		144,574		438,143	
Management, Business, Financial Operations	9,268	18.2%	27,182	18.8%	84,758	19.3%
Professional, Related	13,948	27.4%	43,704	30.2%	134,908	30.8%
Service	7,472	14.7%	20,722	14.3%	62,122	14.2%
Sales, Office	11,332	22.2%	30,660	21.2%	89,116	20.3%
Farming, Fishing, Forestry	44	-	190	0.1%	380	-
Construct, Extraction, Maintenance	3,214	6.3%	7,836	5.4%	27,106	6.2%
Production, Transport Material Moving	5,671	11.1%	14,281	9.9%	39,752	9.1%
White Collar Workers	34,549	67.8%	101,546	70.2%	308,782	70.5%
Blue Collar Workers	16,401	32.2%	43,028	29.8%	129,361	29.5%
Consumer Expenditure (2021)						
Total Household Expenditure	\$2.2 B		\$6.71 B		\$21.46 B	
Total Non-Retail Expenditure	\$1.16 B	52.7%	\$3.54 B	52.8%	\$11.35 B	52.9%
Total Retail Expenditure	\$1.04 B	47.3%	\$3.17 B	47.2%	\$10.12 B	47.1%
Apparel	\$78.2 M	3.6%	\$240.63 M	3.6%	\$769.98 M	3.6%
Contributions	\$70.16 M	3.2%	\$220.43 M	3.3%	\$713.96 M	3.3%
Education	\$65.03 M	3.0%	\$210.38 M	3.1%	\$685.75 M	3.2%
Entertainment	\$124.42 M	5.7%	\$384.15 M	5.7%	\$1.23 B	5.7%
Food and Beverages	\$325.9 M	14.8%	\$986.41 M	14.7%	\$3.14 B	14.7%
Furnishings and Equipment	\$77.37 M	3.5%	\$238.32 M	3.6%	\$762.86 M	3.6%
Gifts	\$53.31 M	2.4%	\$167.99 M	2.5%	\$546.3 M	2.5%
Health Care	\$184.08 M	8.4%	\$552.92 M	8.2%	\$1.76 B	8.2%
Household Operations	\$85.58 M	3.9%	\$263.78 M	3.9%	\$847.08 M	3.9%
Miscellaneous Expenses	\$41.45 M	1.9%	\$126.75 M	1.9%	\$406.28 M	1.9%
Personal Care	\$29.6 M	1.3%	\$90.15 M	1.3%	\$288.21 M	1.3%
Personal Insurance	\$15.24 M	0.7%	\$48.12 M	0.7%	\$154.73 M	0.7%
Reading	\$4.74 M	0.2%	\$14.49 M	0.2%	\$46.57 M	0.2%
Shelter	\$466.3 M	21.2%	\$1.42 B	21.1%	\$4.54 B	21.1%
Tobacco	\$13.38 M	0.6%	\$38.31 M	0.6%	\$121 M	0.6%
Transportation	\$405.01 M	18.4%	\$1.23 B	18.3%	\$3.92 B	18.2%
Utilities	\$161.86 M	7.4%	\$481.94 M	7.2%	\$1.53 B	7.1%
Educational Attainment (2021)						
Adult Population Age 25 Years or Over	60,709		177,893		539,893	
Elementary (Grade Level 0 to 8)	2,422	4.0%	6,387	3.6%	23,131	4.3%
Some High School (Grade Level 9 to 11)	2,194	3.6%	6,317	3.6%	19,938	3.7%
High School Graduate	13,119	21.6%	35,143	19.8%	99,968	18.5%
Some College	13,812	22.8%	37,530	21.1%	103,665	19.2%
Associate Degree Only	5,851	9.6%	14,886	8.4%	43,301	8.0%
Bachelor Degree Only	16,991	28.0%	52,315	29.4%	161,205	29.9%
Graduate Degree	6,320	10.4%	25,316	14.2%	88,684	16.4%

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Round Rock, TX 78681						
Units In Structure (2021)						
1 Detached Unit	21,412	74.9%	63,460	82.1%	182,850	81.1%
1 Attached Unit	765	2.7%	2,764	3.6%	10,278	4.6%
2 to 4 Units	2,026	7.1%	5,116	6.6%	18,645	8.3%
5 to 9 Units	1,683	5.9%	3,836	5.0%	15,193	6.7%
10 to 19 Units	4,218	14.7%	9,691	12.5%	30,420	13.5%
20 to 49 Units	2,330	8.1%	6,608	8.5%	21,091	9.4%
50 or More Units	3,248	11.4%	6,530	8.4%	25,925	11.5%
Mobile Home or Trailer	316	1.1%	1,600	2.1%	5,616	2.5%
Other Structure	83	0.3%	165	0.2%	685	0.3%
Homes Built By Year (2021)						
Homes Built 2010 or later	5,970	20.9%	18,831	24.4%	69,641	30.9%
Homes Built 2000 to 2009	7,996	28.0%	26,253	34.0%	73,085	32.4%
Homes Built 1990 to 1999	10,021	35.0%	26,081	33.7%	62,918	27.9%
Homes Built 1980 to 1989	6,651	23.3%	16,978	22.0%	51,065	22.7%
Homes Built 1970 to 1979	3,852	13.5%	7,776	10.1%	33,328	14.8%
Homes Built 1960 to 1969	699	2.4%	1,719	2.2%	11,714	5.2%
Homes Built 1950 to 1959	349	1.2%	944	1.2%	4,701	2.1%
Homes Built Before 1949	543	1.9%	1,189	1.5%	4,250	1.9%
Home Values (2021)						
Home Values \$1,000,000 or More	238	1.3%	796	1.4%	2,552	1.5%
Home Values \$500,000 to \$999,999	1,241	7.0%	5,146	9.2%	20,548	12.2%
Home Values \$400,000 to \$499,999	1,148	6.5%	6,181	11.0%	21,691	12.9%
Home Values \$300,000 to \$399,999	3,504	19.8%	13,172	23.5%	41,316	24.5%
Home Values \$200,000 to \$299,999	7,238	40.8%	21,257	38.0%	57,984	34.4%
Home Values \$150,000 to \$199,999	2,494	14.1%	5,226	9.3%	13,436	8.0%
Home Values \$100,000 to \$149,999	1,133	6.4%	2,089	3.7%	4,865	2.9%
Home Values \$70,000 to \$99,999	187	1.1%	411	0.7%	1,394	0.8%
Home Values \$50,000 to \$69,999	73	0.4%	211	0.4%	828	0.5%
Home Values \$25,000 to \$49,999	277	1.6%	739	1.3%	2,003	1.2%
Home Values Under \$25,000	203	1.1%	742	1.3%	1,961	1.2%
Owner-Occupied Median Home Value	\$258,223		\$290,058		\$315,313	
Renter-Occupied Median Rent	\$1,200		\$1,212		\$1,192	
Transportation To Work (2021)						
Drive to Work Alone	39,182	76.9%	110,312	76.3%	329,812	75.3%
Drive to Work in Carpool	4,612	9.1%	13,627	9.4%	43,240	9.9%
Travel to Work by Public Transportation	485	1.0%	1,926	1.3%	8,059	1.8%
Drive to Work on Motorcycle	154	0.3%	362	0.3%	1,197	0.3%
Walk or Bicycle to Work	1,243	2.4%	2,435	1.7%	8,217	1.9%
Other Means	201	0.4%	872	0.6%	2,480	0.6%
Work at Home	5,072	10.0%	15,040	10.4%	45,137	10.3%
Travel Time (2021)						
Travel to Work in 14 Minutes or Less	10,467	20.5%	26,022	18.0%	78,245	17.9%
Travel to Work in 15 to 29 Minutes	18,609	36.5%	54,204	37.5%	157,988	36.1%
Travel to Work in 30 to 59 Minutes	14,239	27.9%	41,779	28.9%	131,044	29.9%
Travel to Work in 60 Minutes or More	2,563	5.0%	7,529	5.2%	25,728	5.9%
Average Minutes Travel to Work	22.8		23.3		24.1	